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ABSTRACT

This document, presented in PowerPoint slide print-outs, discusses the Kentucky Community and Technical College System's role as strategic partner in Kentucky's economic and workforce development system. The KCTCS is composed of 25 colleges in sixteen geographic districts. The KCTCS has 3 main goals that it hopes to achieve by 2020: (1) access throughout the commonwealth to certificate, diploma, technical and transfer degrees; (2) training to develop a workforce with the skills to meet the needs of new and existing industries; and (3) remedial and continuing education to improve the employability of citizens. Special attention is given to the following areas and its significance to the KCTCS: (1) partnership with KERA; (2) partnership with adult education; (3) New Economy Initiative; (4) Perkins Profiling Project; (5) partnership with the WIA system; and (6) numerous certificate and licensure programs. Important elements of a successful planning process are discussed and set up as guidelines to follow for the KCTCS system. Some of these elements are a research base to guide strategic decisions, strategies that can be implemented at the community level, and guidelines for sustainability. The document concludes with the statement that "random acts of progress" lead to "best practices," which leads to strategic systems. (MZ)

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# Bridges to Opportunity for New Mexico

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**Dr. Keith W. Bird, Chancellor**
**Kentucky Community and Technical College System**

Kentucky Community and Technical College System

# KCTCS- A Strategic Partner In Kentucky's Economic and Workforce Development System

# Vision 2020

- "Set Kentucky on a path to achieving economic opportunity and a standard of living above the national average by 2020"- Governor Paul Patton

- Collaboration around results
  - Standard of Living
  - Quality of Life
  - Skilled and knowledgeable workforce

# *Collaboration around Results ("Line of Sight")*

1. **Are more Kentuckians ready for postsecondary education?**

2. **Are more students enrolling?**

3. **Are more students advancing through the system?**

4. **Are we preparing Kentuckians for life and work?**

5. **Are Kentucky's communities and economy benefiting?**

# The Shift

…from improving institutions

…to improving lives

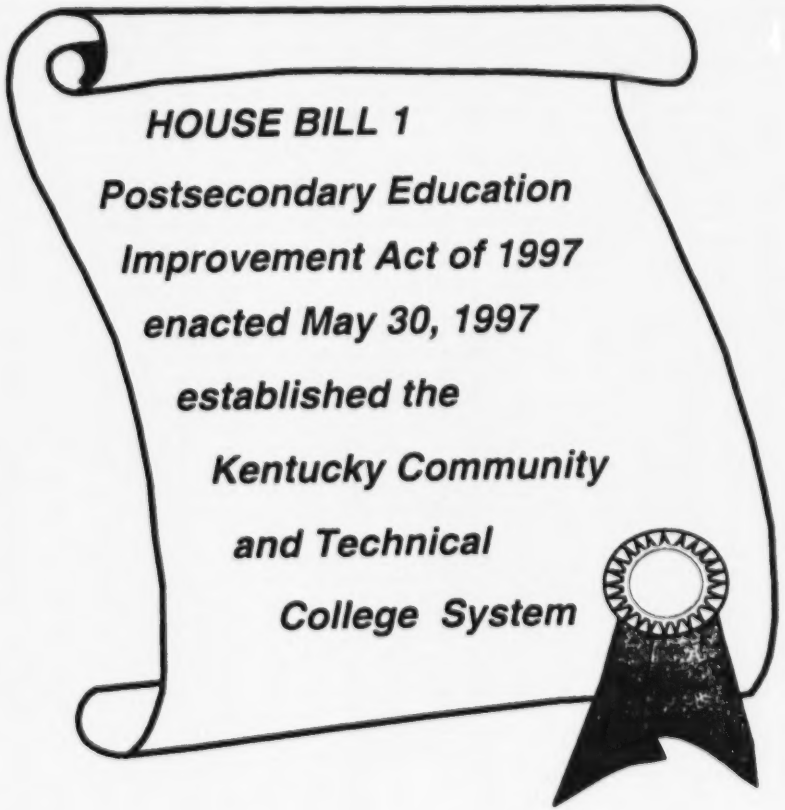
# Challenges

Enhancing and sustaining strategic linkage between postsecondary system and state workforce system

Dismal State Statistics:

- College-going
- Educational attainment
- Adult literacy
- Per capita income
- Research and development $$

# Kentucky's 2020 Goals for KCTCS




- *Access throughout the Commonwealth to certificate, diploma, technical and transfer degrees*
- *Training to develop a workforce with the skills to meet the needs of new and existing industries*
- *Remedial and continuing education to improve the employability of citizens*

# Why was KCTCS Created?

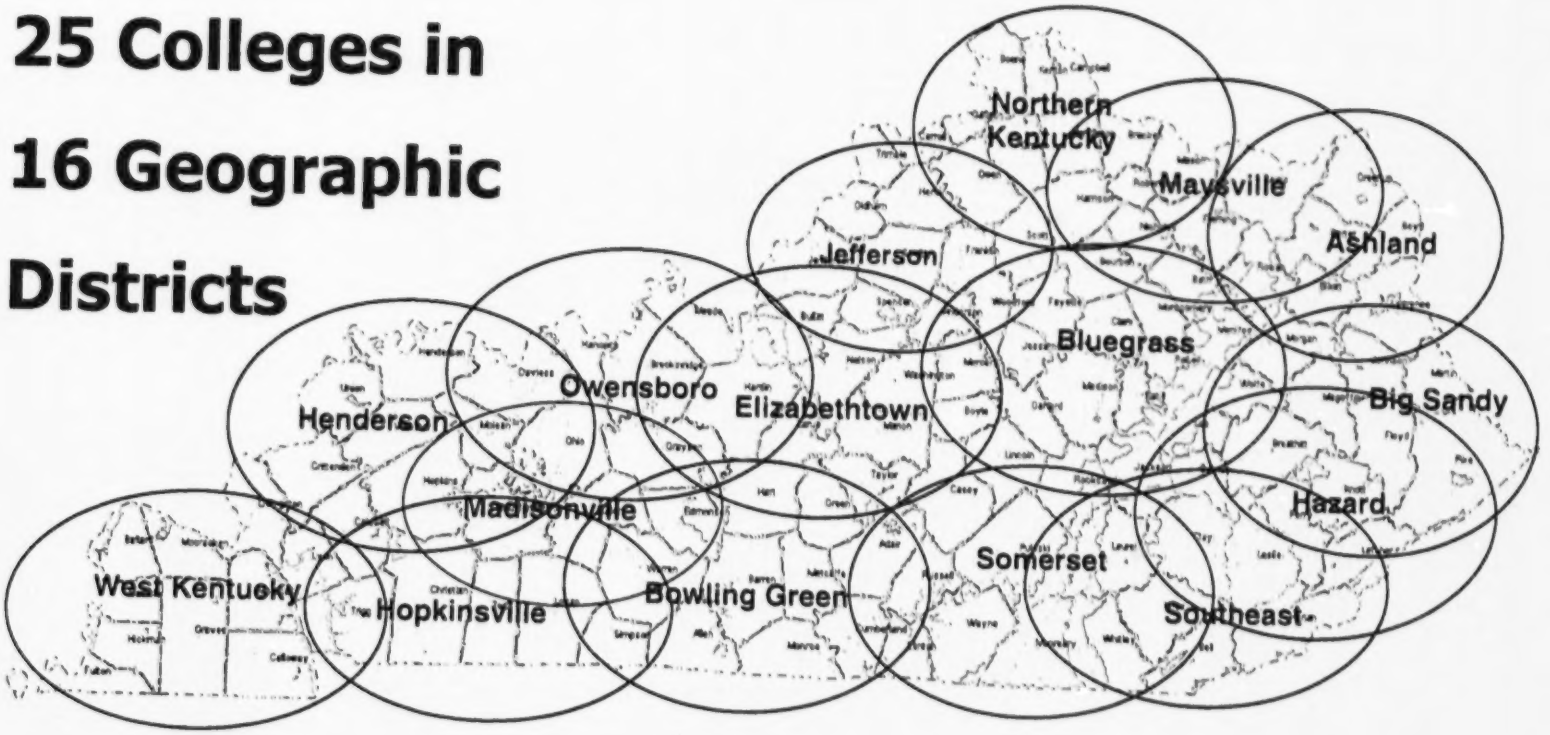
- Recognition of the critical role of workforce development for future economic growth in Kentucky
- Utilization of KCTCS as the primary strategic partner for workforce initiatives in support of economic development
- Increase responsiveness to business and industry

# Kentucky Community & Technical College System

**25 Colleges in**

**16 Geographic**

**Districts**



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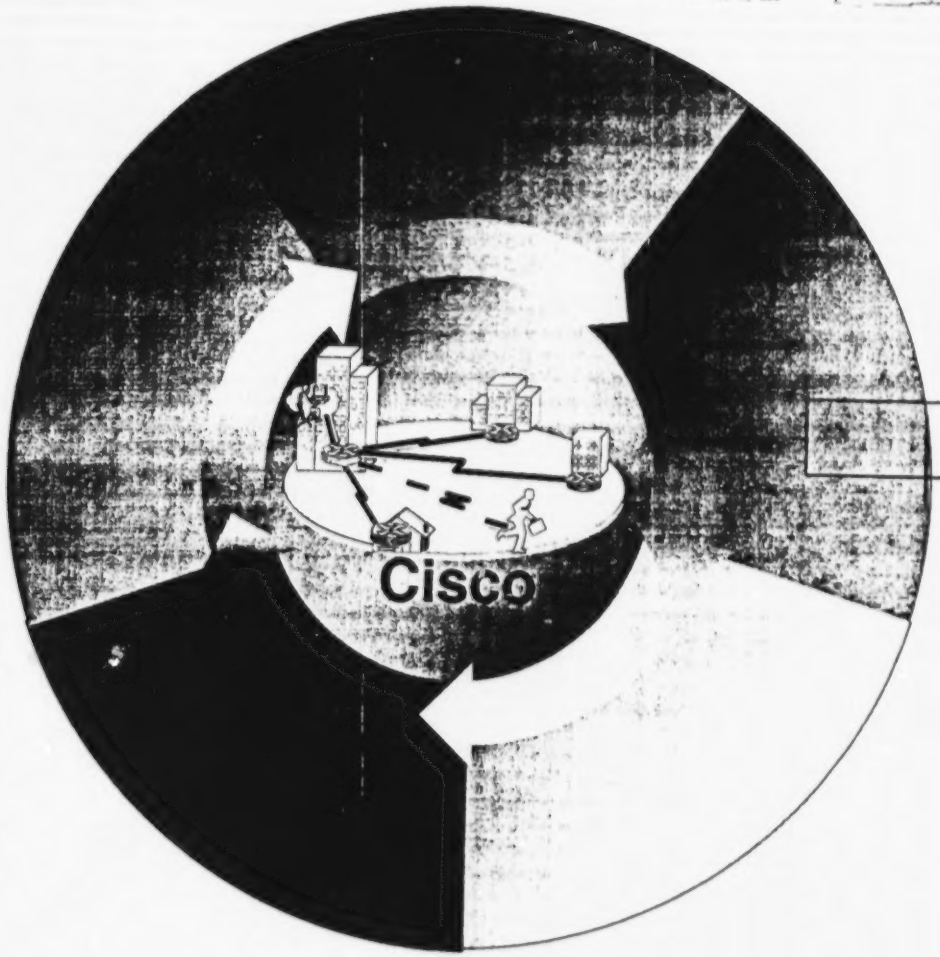
# KCTCS By the Numbers

- 67,812 credit-seeking full- or part-time students
- Responsiveness: 710 New Programs
- 125,995 community and economic development students
- Increased access to historically underserved populations: Over 13,000 distance education enrollments since spring 2003 including KYVU

# Education Ecosystem




Create an Education Ecosystem with value and opportunity for Cisco and for Strategic Alliances, Partners and Academy Sponsors.



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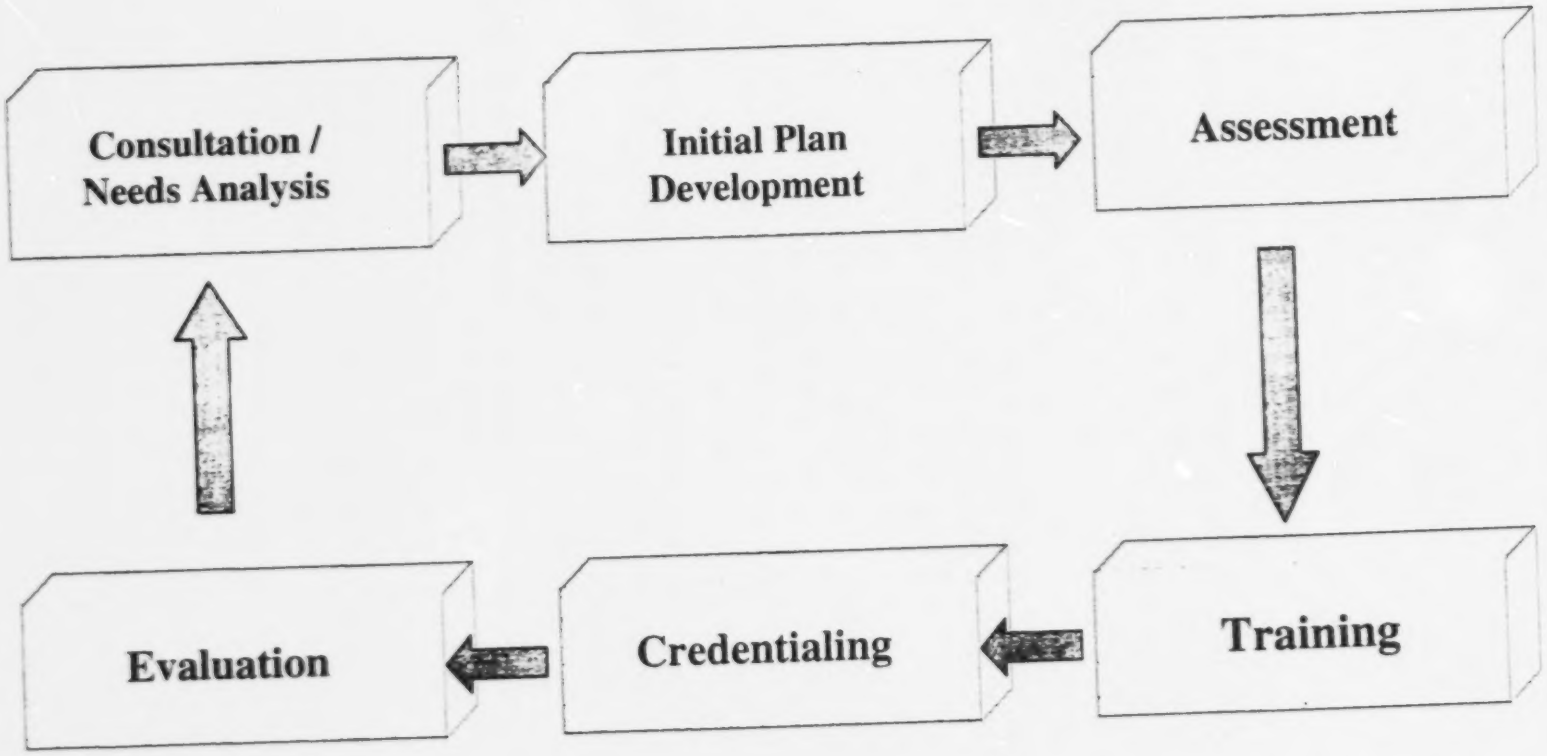
# KCTCS's Workforce Development System:
# An Organizational Development Approach





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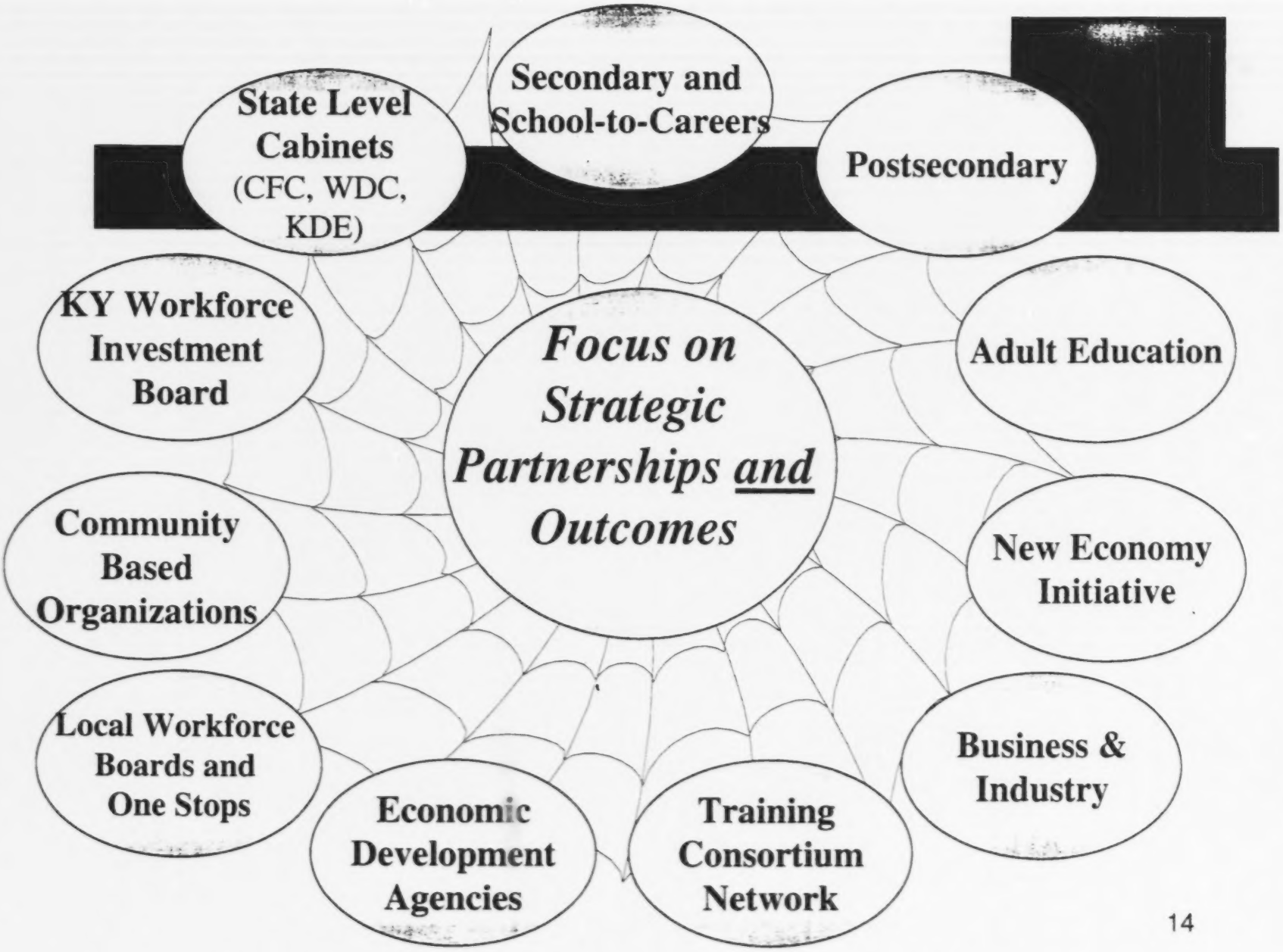
# Strategic Initiatives to Increase Access

- GOT – Digital Divide
- Ready-to-Work Program
- Ford Foundation
  - Bridges to Opportunity Grant
  - Governor's Summit on Quality of Life





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## *Kentucky's Strategic Workforce and Economic Development Initiatives*

- KY Postsecondary Education Improvement Act of 1997 (HB 1)
- Kentucky Education Reform Act (1990) (KERA)
- Early Implementer of WIA (KWIB and LWIBs)
- Adult Education (SB 1)
- New Economy Initiative

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# Workforce Trust Funds: HB 1

## KCTCS Kentucky Workforce Investment Network System (KY WINS)

- Market-driven, just-in time services
- Serve new and existing businesses
- Minimum 25% cost-sharing
- College credit awarded
- Transferable credentials

# KY WINS Infrastructure

- $12 million Incentive Funds for Training, Assessment,
- Curriculum Development, Equipment, Consulting, and Needs Analysis
- 50+ projects serving over 17,000 individuals
- 120 + staff consisting of a statewide network of KY WINS
- Training Consultants and Community and Economic
- Development Coordinators

# KCTCS : A Strategic Partner with KERA

- Dual Credit/Dual Enrollment Opportunities
- Discover College
- Teacher Education
- Expanding Student Access
  - Kentucky Virtual High School
  - Kentucky Virtual University

# KCTCS: A Strategic Partner with Adult Education

- *Workforce Alliance:*
- **Kentucky Community & Technical College System**
- **Cabinet for Workforce Development**
- **Cabinet for Economic Development**
- **Kentucky Workforce Investment Board**
- **Adult Education & Literacy**

# Workforce Alliance Goals

- Create "*seamless*" delivery systems for providing adult basic education in the workplace
- Eliminate duplication to maximize resources
- Build statewide infrastructure through cross-training
- Provide easy access to services for business/ industry through multiple entry points

# Transition Pilots

- Increase college going rate of adult ed students
- Funded by WIA Incentive funds
- Jefferson, Lexington and Northern Kentucky pilots
- Facilitate transition of adult ed and one- stop customers into post-secondary

# New Economy Goals

- Research and Development
- Commercialization
- Workforce Development
  - Culture of lifelong learning
  - Shared content
  - Principles of learning

# New Economy Clusters

- Biosciences
- Environmental and Energy Technologies
- Human Health and Development
- Information Technology & Communications
- Materials Science & Advanced Manufacturing

# *KCTCS: A Strategic Partner in the New Economy Initiative*

- **KCTCS Center for Excellence in IT**
- **Center of Excellence for Lean Manufacturing**
- **Center of Excellence for Automotive Manufacturing Technology**
- **Biotech**
- **Integration of New Instructional Technologies**

# Credentialing and Certification

KCTCS
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**KCTCS as a primary provider of industry driven and recognized credentials and certifications as a tool for economic development**

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# Workforce Training Credentialing

- Award Academic Credit for Workforce Training Programs
  - Eliminating Barriers Between Traditional Credit/Non-credit Programs
  - Modular Training Programs - Fractional Credit
  - Aligned to Existing Academic Programs
  - Flexible Delivery Systems
- Corporate College: Dual Credit
- General Occupational & Technical Degree

# Perkins Profiling Project

- WorkKeys/DACUM Profiles for Every KCTCS Degree, Diploma and Certificate Program
- Curriculum Revision
- Competency Assessment of Entering and Exiting Students
- Employability Certification
- Employer Recognition and Value
- Data Collection & Analysis

# Certification Audit Project

- Chauncey Group and League for Innovation in Community Colleges
- Audit of Existing Certification Programs
- Focus on Establishing Database of Certification Offerings
- Strategic Tool for Engaging Community Colleges in Certification Process

# KCTCS: A Strategic Partner with the WIA System

**New paradigms for community colleges & how they work with WIBs……**

- **…. Bigger role than Individual Training Accounts (ITAs)**
- **…. Bigger role than customized training**
- **…. A Strategic partner, rather than a *"Vendor"***

# A Public Policy Approach

- Systemic and sustainable
- Community colleges as key players in economic and workforce development system building
- One stops as portals for community colleges
  - Students and businesses
- Role of community colleges as intermediaries
- Engagement with local and state WIBs – (particularly with reauthorization)

# Statewide and Local Initiatives

- Workforce Alliance (discussed above)
- Transition Pilots (discussed above)
- WorkKeys Pilot Projects
- Kentucky Employability Certificate
- One Stop Business Pilots
- Owensboro Collaborative Model
- American Woodmark
- KCTCS One Stop Centers

# Empower KY WorkKeys Pilots

- $400,000 Empower KY funds for 7 Local Pilots
- 1,500+ Participants
- WINS curriculum utilized
- Partners:
  - Cabinet for Workforce Development
  - Adult Education
  - KCTCS
  - WIA Title I/One Stops
  - Community Based Organizations
  - Job Corps
  - Business & Industry

# KY Employability Certificate

- **A Public Policy Approach**
- **Based on WorkKeys System by ACT, Inc**
- **System approach with assessment, job profiling and targeted instruction**
- **Common language/common metric**
- **Build a "pool of certified workers"**
  - Portability
  - Employers "hire with confidence"
  - Building a Statewide Infrastructure with Public Partners

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# KY Employability Certificate

- Three Levels
  - Gold
  - Silver
  - KCTCS

  } Based on skill areas: Reading for Information, Applied Mathematics and Locating Information

  - Program Specific

  } Skill areas vary and are based on KCTCS Program Profiles

# KY Employability Certificate

**Primary Sponsors**
**Kentucky Workforce Investment Board**
**ACT, Inc.**

**Endorsements**
**Kentucky Community and Technical College System**
**Cabinet for Workforce Development**
**Department for Adult Education & Literacy**
**Council on Postsecondary Education**
**Kentucky Chamber of Commerce**
**Kentucky Society for Human Resource Management**
**Associated Industries of Kentucky**
**Kentucky State District Council of Carpenters**



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# Kentucky's Business Services Pilots

- Developed in response to KWIB goal of streamlining and enhancing accessibility of workforce development services to the business community

- Business liaisons will serve as "brokers" of services, ensuring that business customers get the services they need from all workforce agencies – "transparency of service delivery"

# Kentucky's Business Services Pilots

- The three pilot areas—Bluegrass, Lincoln Trail and Cumberlands—have developed locally driven plans that include input from CWD agencies, One-Stops, and KCTCS.

- Outreach will focus on small to medium sized businesses

- Pilots will promote One-Stop services through business organizations and through direct contact with business owners/managers

# Kentucky's Business Services Pilots

- Business liaisons will serve as "one point of contact" for workforce services through the one-stop that businesses need

- One of seven participating states in the National Business Engagement Consortium funded by USDOL to find successful strategies for marketing One-Stop system to businesses

## *Owensboro Collaborative Model*

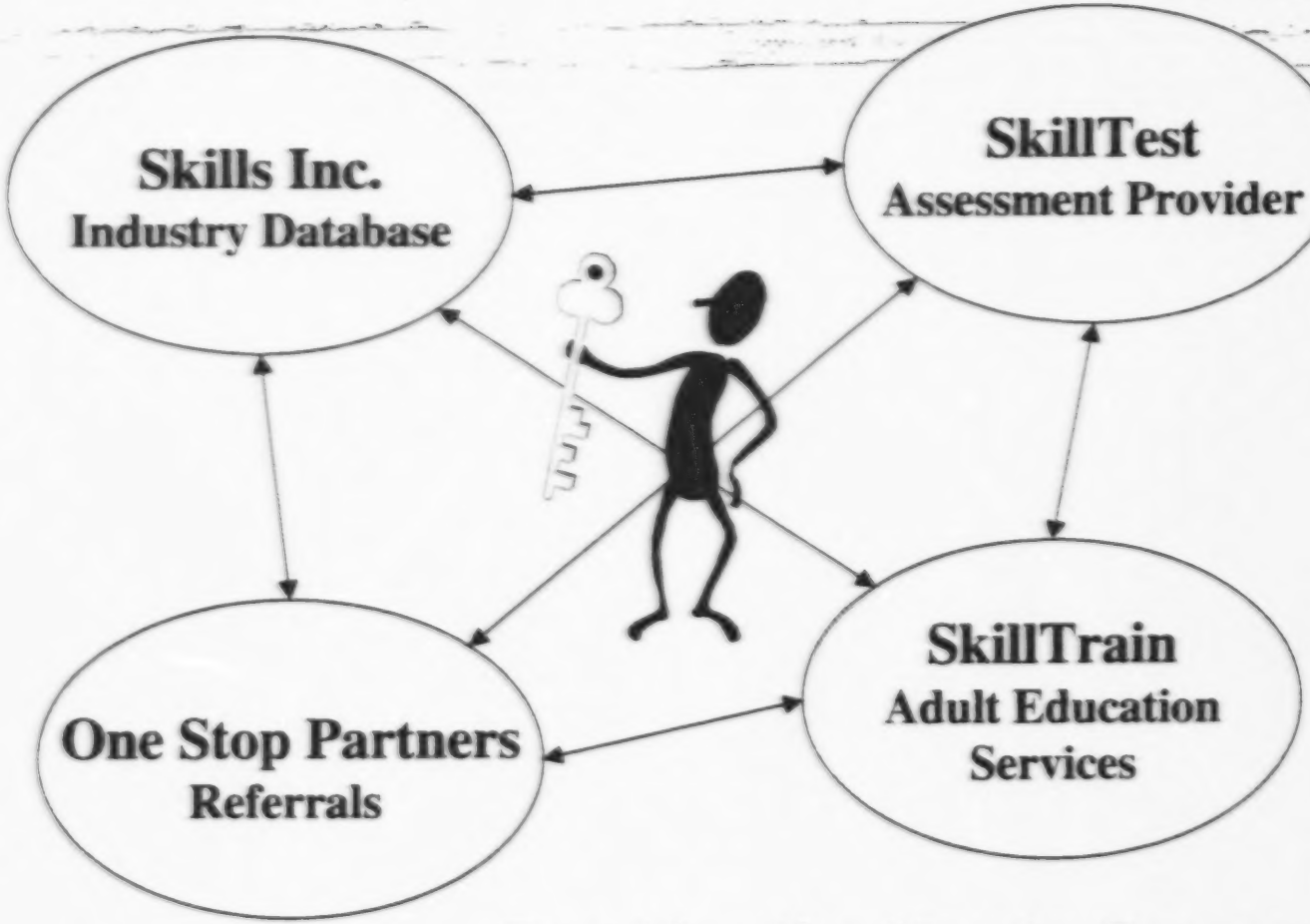
- Economic development tool
- Raise skill level of local workforce
- Business/industry driven

# Owensboro Collaborative Model

- Building "pool of certified workers" through Kentucky Employability Certificate

- Partners include: OCTC, Chamber of Commerce, Green River WIB, Economic Development, and Local & County Governments

# Multiple Access Points




Provides the Key to Success



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# American Woodmark

- Major economic development initiative in eastern Kentucky
- Multiple partners & funding sources
  - EKCEP OJT Funds
  - Hazard Community College
  - KCTCS KY WINS
  - KY Cabinet for Economic Development
  - East Kentucky Corporation

# KCTCS One Stop Centers

- Pikeville center recognized by the US Department of Labor as one of the best in the region - EKCEP

- Henderson center has been located on the community college campus since its inception – Western Kentucky WIB

# Workforce Investment System Strategic Planning Initiative

- Top-down and bottom-up process
- Community meetings in each of the ten local WIAs to engage partners
- Further integration of initiatives: ONE, KSTC, Bridges to Opportunity Summit, , KCTCS, WIBs, Economic Development
- Integration of KCTCS/CAEL/Ford Foundation project on increasing access

# Critical Elements of the Planning Process

- A research base to guide strategic decisions
- An approach that values inclusiveness among public and private stakeholders
- A process which creates a "sense of urgency" about critical workforce issues
- Strategies that can be implemented at the community level
- Guidelines for sustainability

# Planning Outcomes

- Better alignment of system partners
- Ten local plans and a state plan to move the system forward
- Local and state strategies that are complementary and integrated (local boards are the customers of the KWIB)

# Elements of a Responsive System

- Multiple Entry/Exit Points
- 'Chunking' Curriculum
- Fractional Credit
- Alternative Delivery Systems
- Entrepreneurial Models
- R&D Functions
- Managerial Structure
  - Team Approach
  - Eliminate Silos (Mission Integration)
  - Lean

# The Kentucky Journey

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*"Random Acts of Progress"*

*"Best Practices"*

*"Strategic Systems"*

# Questions

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